



NEWS RELEASE

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2005 Census Survey Coming Soon

PHOENIX (Aug. 9, 2005)—When Maricopa County residents open their mailbox on Sept. 1, many will find a questionnaire from the U.S. Census Bureau asking how many people are living at the address.

What residents choose to do with that survey could have a five-year impact on the amount of funding their city or town receives for services such as police and fire protection, libraries, parks, senior centers, schools, and other important public services.

That is because when the state of Arizona collects money through taxes and other sources, it returns nearly \$1 billion per year to cities and towns. The amount of money each jurisdiction receives is based on its population.

“As a dynamic, growing central city, and the city with the largest population in the region, the city of Phoenix has a very big stake in the 2005 Census Survey,” said Phoenix Mayor Phil Gordon during a press conference to inform residents about the upcoming survey. “For every resident counted, the city of Phoenix will receive about \$432 per year. That’s more than \$2,000 for each person counted over the next five years, until the next census is conducted. You can see just how important it is for every household that receives a survey to fill it out,” said Mayor Gordon.

About one in every 13 households in Maricopa County will receive the 2005 Census Survey. The survey will help determine the number of people in each city, town, and unincorporated area of the county. The Maricopa Association of Governments (MAG) contracted with the U.S. Census Bureau to conduct the mid-decade Census Survey.

Chandler Mayor Boyd Dunn said the 2005 Census Survey is especially important to rapidly growing communities like Chandler. Chandler estimates that the new population count could mean as much as \$4.7 million in additional revenues each year to the city.

“That could amount to 30,000 new books for our libraries, one entirely equipped water well for a growing neighborhood, a new pumper truck for the fire department, 10 fully-outfitted police vehicles and nine new traffic signals—all of those things—from just one year of funding,” said Mayor Dunn.

Avondale Mayor Ron Drake, also in a rapidly growing community, said a successful Census Survey would mean hiring additional police officers to improve response times, and help the city build more parks and libraries.

“So what can you do?” asked Mayor Drake. “Look for your letter from the Census Bureau in late August. Fill out the questionnaire and send it back right away, making sure everyone in your household is counted.

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CENSUS SURVEY ADD ONE

“Whether you are a permanent winter visitor, a citizen of another country living here, a child, or a homeless person, you count,” he said.

The MAG Regional Council voted in December 2003 to conduct a statistical survey as a means of capturing the region’s rapid population growth since the last decennial census was conducted in 2000. A survey takes a representative sample of all of the housing units in an area, and from that sample uses statistical methods to estimate the population. In addition to the survey of households, a full count of populations in group quarters and outdoor locations (homeless) will be conducted. Final numbers are expected in June 2006.

Speakers at the press conference included Phoenix Mayor Phil Gordon, Chandler Mayor Boyd Dunn, Avondale Mayor Ron Drake, Phoenix Complete Count Committee Chair Doug Lingner, Hispanic community representative Lydia Guzman, and Tanner Chapel Senior Pastor Benjamin Thomas. Guest appearances were made by members of the “Count Family,” (colorful characters dressed up as the census logo), and from children representing the Lincoln Family Center YMCA, who decorated paper dolls representing the logo.

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